Goal 2 Place Enhancement Committee

Meeting Agenda
10/13/20, 9.30-10.30AM

Members: Chase Gordon (Chair), Jeff Moghavem, Dan Halden, Tom Pollack, Jackie Lugo, Evan Kaizer, Jeff Loeb, Tony Zimbardi, Parisa Fischer

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<th>TIME</th>
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<td>1</td>
<td>9.30 Call to Order / Roll Call</td>
<td>Chase Gordon</td>
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<td>2</td>
<td>9.33 Public Comment</td>
<td>Various</td>
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<td>3</td>
<td>9.35 Approval of the Minutes Action: Approve minutes from September 8th, 2020 meeting</td>
<td>Chase Gordon</td>
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<td>4</td>
<td>9.36 Discussion of Procedure and Policy for Managing Wayfinding System Updates</td>
<td>Rich Sarian</td>
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<td>5</td>
<td>10.01 Set the Scene Update Action: Consent to modifications to Hollywood Vinyl District’s Original Application</td>
<td>Rich Sarian</td>
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<td>6</td>
<td>10.21 Goal 2 Objectives Overview</td>
<td>Rich Sarian</td>
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<td>7</td>
<td>10.26 New Business</td>
<td>Rich Sarian</td>
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<td>8</td>
<td>10.30 Adjourn</td>
<td>Chase Gordon</td>
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MISSION: To enhance the appeal, vitality, and well-being of the Hollywood community from the ground up.

VISION: HOLLYWOOD: Where Experiences Exceed Expectations

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Goal 2 Place Enhancement Committee

Meeting Minutes
9/8/20, 9.30-10.30AM

Location (Meeting ID): 867 2853 4840
Link: https://us02web.zoom.us/j/86728534840
Phone Number: +1 669 900 9128

Members: Chase Gordon, Parisa Fischer, Dan Halden, Evan Kaizer, Jeff Loeb, Jackie Lugo, Jeff Moghadam, Tom Pollack, Tony Zimbardi

Staff: Kris Larson, April Clemmer, Ruben Lechuga, Rich Sarian

Guests: Sean Starkey

ITEM

1 Call to Order – The meeting was called to order at 9:34AM.

2 Welcome & Introductions - completed.

3 Public Comment – There was no public comment.

4 Approval of the Minutes
   A. Action: Approve minutes from August 11th 2020 meeting
      It was moved by Tom Pollack, seconded by Chase Gordon, and CARRIED to approve the minutes from the August 11th 2020 meeting.

5 2021 Budgetary Priorities – Larson gave an overview of the overall 2021 HP budget and adjustments that have been made thus far. Tree maintenance and lighting was substantially reduced vs. 2020. Lighting projects could utilize old BID funds if needed. The Committee discussed the pros and cons of moving funds between different line items within the budget. Bundling line items for maximum flexibility was suggested. Increasing lighting projects was discussed. It was suggested that increasing lighting can also increase the perception of safety in the area.

6 Set the Scene Update – Sarian reported that the Elvina Beck mural project will not be moving forward, however, the Library is still interested in the Punk Rock Marthas project. The permitting process for this project is extensive, and most likely will not be complete before the end of the year. The Hollywood Vinyl district project is in the DSL permit stages, requiring sign-off from that office before proceeding. The Community Meeting for the Las Palmas Mural for the DCA Permit Process will be on Thursday, September 17th at 5:00 PM via Zoom. The mural will be on Las Palmas painted on the rolldown doors. The permit process is moving forward for the Mural from Arts Bridging the Gap.
Goal 2 Place Enhancement Committee

Staff suggested exploring other creative ideas for beautifying the public realm. Using lighting as an art installation was suggested.

7 Lighting Projects Update – Sarian gave an update on the Sunset Palms lighting project. The plans are being drawn up and submitted to the City. The Skytrackers were opened by a locksmith and LADWP was able to assess the power origins and find the source. The DWP did some troubleshooting and is working towards reconnecting the Skytrackers to a Power source.

8 Goal 2 Objectives Overview – WOF Repairs going are going smoothly. The Hollywood Chamber of Commerce mural is also progressing well. The new trash can plaques are being installed. The Hospitality program Ambassadors are debuting their new uniforms this week.

9 New Business – Halden reported that a mural is planned for the South side of McCadden by the Department of Cultural Affairs. A new plaque has been installed commemorating the 50th Anniversary of the LGBQT parade on the Southwest corner of Hollywood & McCadden.

10 Adjourn – The meeting was adjourned at 10:29 AM.